

Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. through 13. (canceled)

14. (previously presented) The method of claim 74, further comprising converting a format of the content into a single format for display.

15. (previously presented) The method of claim 74, further comprising reviewing content prior to display for appropriateness.

16. (previously presented) The method of claim 74, further comprising verifying the displaying of the content.

17. (previously presented) The method of claim 16, wherein the verifying comprises capturing image and time data of the display of the content.

18. (previously presented) The method of claim 74, further comprising detecting customer traffic near at least one of the selected display screen locations.

19. (previously presented) The method of claim 18, further comprising generating a market analysis report from the detection of traffic.

20. through 21. (canceled)

22. (previously presented) The method of claim 84, the method further comprising detecting defective pixels in one of the display screens.

23. (previously presented) The method of claim 22, further comprising automatically calibrating the defective pixels based on the detecting.

24. through 72. (canceled)

73. (previously presented) The method of claim 74, wherein the advertising content is still image content.

74. (currently amended) A method of providing video or still image advertisements at selected locations on a network of multiple display screens that are located in traffic areas, the method comprising:

providing advertising customers ~~of the system~~ the opportunity to electronically order display of advertising content at display screen locations selected by the advertising customers via an advertising customer interface;

receiving advertising content from the advertising customers;

transmitting ~~customer~~ advertising content received from the advertising customers to the selected display screen locations; and

driving the display screen at each selected location to display the ~~customer's~~ transmitted advertising content in accordance with the advertising customers' orders.

75. (previously presented) The method of claim 74, comprising generating a bill in accordance with the order.

76. (previously presented) The method of claim 74, wherein providing advertising customers of the system the opportunity to order display of advertising content at selected display screen locations comprises providing a Web-based customer interface.

77. (previously presented) The method of claim 74, wherein transmitting customer advertising content to the selected display screen locations comprises sending the advertising content to the selected display screens using an Internet protocol.

78. (previously presented) The method of claim 74, wherein transmitting customer advertising content to the selected display screen locations comprises sending the advertising content to the selected display screens using wireless communications.

79. (previously presented) The method of claim 74, wherein driving the display screen comprises driving a plurality of LEDs.

80. (previously presented) The method of claim 74, wherein the advertising customers include an owner of one of the display screens.

81. (previously presented) The method of claim 74, wherein the plurality of display screens comprises at least one of a vacuum fluorescent display, a plasma display, or a cathode ray tube display.

82. (previously presented) The method of claim 81, wherein the plurality of display screens further comprises at least one of a light emitting diode display or a liquid crystal display.

83. (previously presented) The method of claim 74, wherein the act of transmitting customer advertising content to the selected display screen locations comprises implementing a transmission mechanism selected from the group consisting of high speed cable, a satellite link, a dedicated telephony connection, a high-speed communications line, a cellular or PCS data transmission device, the Internet, a radio or radio pulse transmission device, a high speed optical fiber, and physical delivery of a medium storing said content.

84. (previously presented) The method of claim 74, wherein at least one display screen of the plurality of display screens comprises a plurality of pixels.

85. through 99. (canceled)